



MAKING A CASE | Work with an Expert

Working with an expert can help legitimize and stabilize your business. Here are a few key reasons to seek out the help of an expert...



TIME ON THE WATER

An admired colleague once told me, "Take my advice because I have 30 years of making mistakes to back it up." The moral of the story, experts, often know what to do because they have already learned what not to do. Expertise requires lots of time and a huge benefit to working with an expert is that they've already failed, so you won't have to.

UNIQUE PERSPECTIVE

Sometimes you're too invested in a project. Or maybe you've been staring at it too long. Whatever the reason, a truly game-changing idea often comes through eyes other than your own. Experts can offer a unique perspective on a straightforward solution. Their experience may aid in a more unconventional solution.

MORE EFFICIENT

The most obvious benefit to efficiency is speed and accuracy. In most cases, an expert has advanced tools, and through trial and error, they have long ago figured out the path of least resistance. Weighing the risk vs. reward involved in taking on a given task is critical in deciding whether to go it alone or bring in the big guns.

GROW YOUR NETWORK

In business and in life, talented people tend to associate with other talented people. Another benefit to collaborating with an expert is that they may have someone in their network that can offer you expert advice on a different challenge. Building your professional network through trusted referrals is always better than a cold lead.

TRUST ME! YOU'LL LOVE THEM

Another fabulous (and overlooked) benefit of an expert is that they can offer positive feedback about your organization. How better to attract top talent in your industry than through an expert who has already added value to what you do? Chances are, if you're an expert in your industry, you have the ear of the top talent in your field.

smartdept. is a nationwide creative, digital, and marketing talent resource

with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

Nobody can be an expert on everything! As forward progress pushes us all into the future, specialization in our businesses will continue to create both need and opportunity. As the tools we use to achieve our business goals get more advanced, our ability to keep up with every trend becomes more and more unrealistic. Eventually, you're going to need help. That's why, with few exceptions, we believe that when your work requires collaboration, it is best done with an expert. What constitutes an expert, you ask? According to Malcolm Gladwell in his book *Outliers*, it takes 10,000 hours of intensive practice to achieve mastery of complex skills and materials. At its core, expertise requires time, dedication, repetitiveness, growth, multiple ideations of success and failure, and about a thousand other qualities.

Becoming an expert may also require staying in your lane. Which, for us, means we won't recruit for positions outside of our niche. The depth of our candidate pool directly reflects our focus and efficiency in our industry, and because we are experts, we don't have to make promises we can't keep! Through knowledge, experience, and unique perspective, the responsibility of an expert is to stabilize your business by **helping to eliminate disruption.**

"One of the things I enjoy about working for smartdept. is that they always hire smart, likeminded people. I really enjoy the fact that I not only am able to use my skills effectively, but I also work with great colleagues and contemporaries. I love being on the same wavelength with my work teams, and I'm grateful to smartdept. for providing those opportunities."

- Gordon, Chicago